



WXYZ

ORDER

Print Date 09/07/12

Page 1 of 3

Flight Dates 10/15/12-10/21/12

Contract / Revision 303443 /

Original Date / Revision
06/29/12 09/07/12

Advertiser The People Should Decide C

Agency Smart Media Group

Buying Contact

814 King Street - Suite 400
Alexandria, VA 22314-3039Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Product

The People Should Decide | Detroit

Agency Com 15%

Billing Contact

814 King Street - Suite 400
Alexandria, VA 22314-3039

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # C15C21

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS Ballot

Product Codes PL

Priority P-1

Advertiser Ref

Order Share 37% Market Value 137432

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WADL	%	0
WDIV	17%	23363
WDWB	%	0
WJBK	29%	39855
WKBD	4%	5497
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	13%	17866

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	57	\$43,222.50	\$50,850.00	0.00	10/01/12	10/21/12	57	\$43,222.50	\$50,850.00
Totals	57	\$43,222.50	\$50,850.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	10/15/12	10/21/12	M-F 9a-10a Live with Kelly	CM	9-10am M-F	1-1-1--	:30	3	\$500.00	P-4	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	1-1-1--		3				\$500.00		0.00			
N 2	WXYZ	10/15/12	10/21/12	M-F 10a-11a Doctors	CM	10-11am M-F	-111---	:30	3	\$400.00	P-4	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-111---		3				\$400.00		0.00			
N 3	WXYZ	10/15/12	10/21/12	M-F 11a-12n The View	CM	11am-12pm M-F	1--11--	:30	3	\$750.00	P-4	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



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Page 2 of 3

Contract / Revision **303443** Flight Dates **10/15/12-10/21/12**

Hiatus Dates

Original Date / Revision 06/29/12/ 09/07/12

Order Sep 00:20:00

Advertiser **The People Should Decide** Product **The People Should Decide** | Estimate # **C15C21**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WXYZ	10/15/12	10/21/12	M-F 11a-12n The View	CM	11am-12pm M-F	1--11--	:30	3	\$750.00	P-4	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	1--11--					3	\$750.00		0.00			
N 4	WXYZ	10/15/12	10/21/12	12p Noon News 12n-1p	CM	12-1pm M-F	-11----	:30	2	\$500.00	P-4	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-11----					2	\$500.00		0.00			
N 6	WXYZ	10/15/12	10/21/12	430 AM News 7 Action News This Morni	CM	430a-5a	1-1-1--	:30	3	\$150.00	P-4	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	1-1-1--					3	\$150.00		0.00			
N 7	WXYZ	10/15/12	10/21/12	5am News M-F 5am News M-F	CM	5-6am M-F	11111--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	11111--					5	\$400.00		0.00			
N 8	WXYZ	10/15/12	10/21/12	GMA M-F 7-9am GMA	CM	7-9am M-F	11111--	:30	5	\$900.00	P-3	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	11111--					5	\$900.00		0.00			
N 9	WXYZ	10/15/12	10/21/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----1-	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----1-					1	\$250.00		0.00			
N 10	WXYZ	10/15/12	10/21/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----1-	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----1-					1	\$350.00		0.00			
N 11	WXYZ	10/15/12	10/21/12	Action News SAT 8am Action News SAT 8am	CM	SAT 8-9am	-----1-	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----1-					1	\$350.00		0.00			
N 12	WXYZ	10/15/12	10/21/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----1	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----1					1	\$350.00		0.00			
N 13	WXYZ	10/15/12	10/21/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----1	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----1					1	\$350.00		0.00			
N 15	WXYZ	10/15/12	10/21/12	5p News 5-6pm M-F	CM	5-6pm M-F	11111--	:30	5	\$1,000.00	P-4	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	11111--					5	\$1,000.00		0.00			
N 16	WXYZ	10/15/12	10/21/12	6p News 6-630pm M-F	CM	6-630pm M-F	11111--	:30	5	\$1,200.00	P-4	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	11111--					5	\$1,200.00		0.00			
N 17	WXYZ	10/15/12	10/21/12	7p News M-F 7-730p	CM	7-730pm M-F	11111--	:30	5	\$1,200.00	P-3	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Page 3 of 3

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Original Date / Revision 06/29/12/ 09/07/12

Order Sep 00:20:00

Advertiser **The People Should Decide** Product **The People Should Decide** | Estimate # **C15C21**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N17	WXYZ	10/15/12	10/21/12	7p News M-F 7-730p	CM	7-730pm M-F	11111--	:30	5	\$1,200.00	P-3	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	11111--					5	\$1,200.00		0.00			
N18	WXYZ	10/15/12	10/21/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----1	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----1					1	\$750.00		0.00			
N19	WXYZ	10/15/12	10/21/12	SA 1130p-1230a Greys Anatomy	CM	1130pm-1230am	-----1-	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----1-					1	\$250.00		0.00			
N20	WXYZ	10/15/12	10/21/12	Sports Update 1130-12n Sports Epdte	CM	1130pm-12am	-----1	:30	1	\$550.00	P-4	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----1					1	\$550.00		0.00			
N21	WXYZ	10/15/12	10/21/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	1--1--1	:30	3	\$2,000.00	P-4	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	1--1--1					3	\$2,000.00		0.00			
N22	WXYZ	10/15/12	10/21/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M	11111--	:30	5	\$750.00	P-4	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	11111--					5	\$750.00		0.00			
N24	WXYZ	10/15/12	10/21/12	Monday Prime C Castle	CM	10-11pm Monday	1-----	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	1-----					1	\$5,000.00		0.00			
N25	WXYZ	10/15/12	10/21/12	Sunday Prime A AFHV	CM	7-8pm Sunday	-----1	:30	1	\$3,000.00	P-4	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----1					1	\$3,000.00		0.00			
Totals														57	\$50,850.00